

Twice-a-Month

Maclean's

Canada's National Magazine

May
15th



10¢

In This Issue:

Circulation More Than
175,000 Net Paid

Is Russia Reverting to Capitalism? and A New Serial



*"The Pontiac is going to make this trip
a real holiday, Mary."*

MANY families are now happily looking forward to making trips which they would never have undertaken even a year ago because they have already discovered that the new Pontiac has the performance, wheelbase, weight, roominess and luxury to make their trips comfortable.

One reason for Pontiac's mounting comfort is that there are 47 rubber cushions at strategic points to make everything perfectly quiet, smooth, road shocks, and absorb all engine vibrations.

As far as the "engine vibration" is concerned, there isn't much to speak of, anyway, for this big new 40-horsepower Pontiac motor has just about the softest gear you ever tried to hear. Then just

as an added insurance that your Pontiac ride will always be smooth, you can tighten or loosen your shock absorbers by adjusting a bolt on the adjustment board.

You may think with all these provisions for your comfort that Pontiac is out of your reach financially, but not a bit of it. The two-door sedan, for example, is listed at \$299 in Chicago, taxes extra. And, finally, it is impossible to get the comfort, smooth ride, power and ease of control that Pontiac offers at anything less than Pontiac prices. Back up your motor. Pontiac dealer is the classified section of your telephone directory, and arrange with him to test yourself on a Pontiac ride.



PONTIAC SIX

PRODUCED IN CANADA



*"I TELL YOU it's a tragedy
TO LOSE THESE TWO TEETH*

... in front..."

THE SPARE of good looks is lengthening along with the span of life. Both men and women are learning to care more about preserving the outward signs of youth—the complexion, the hair, the teeth. Treatment have improved so rapidly—science has done so much to help—that there is hope or no cure for failure.

When teeth begin to "go," for instance, it means a threat to health. It is a failure—a personal failure—a lack of care or a lowering of personal standards. That is how our appearance is likely to regard it, and that is the end on only.

More than fifty teeth in a hundred...

More than half the adult teeth that are lost (more than fifty in every hundred) are chargeable to that all-too-common condition of the gums known as pyorrhea. Many people are

careless about pyorrhea. To them it is always "venous disease" who is going to get it. And that comes the discovery that the whole disease has been slipping the structure of their gums and teeth, perhaps for years. With this scientific approach, it is a wonder that four out of five people over forty are afflicted with pyorrhea.

Delayed 24 years to pyorrhea study

Delayed science has made great progress in the treatment of this underlying disease of the gums, but professional opinion is still very hesitating as to the use of pyorrhea. Probably the best-known name in the pyorrhea field in America is that of Dr. E. J. Forhan, originator of Forhan's Toothpaste for the teeth and gums. Another preparation he perfected is used by thousands of dentists from the Atlantic to the Pacific. That is Forhan's Pyorrhea Antiseptic.

for dentists use only. Dr. Forhan devoted 26 years to pyorrhea research and practice. Book products contain the same active ingredients. So let your dentist give you a close examination twice a year and use Forhan's at home twice a day!

Fight against the loss of your natural teeth

Amid the tragedy of lost teeth. Don't wait for bleeding gums to tell you. Use Forhan's night and morning, on teeth and on gums. See the dentists. Take this matter seriously and preserve your children too. Forhan's is the finest toothpaste you can buy, but it is more than that. It's the double-duty toothpaste. There's a big pyorrhea plus in every tube. And there's intense relief from a long sore. Forhan's Ltd., San Thomas, P. Q.

SERIOUS THOUGHT ABOUT TEETH LEADS TO THE USE OF FORHAN'S



PREPARE FOR YOUR SUMMER DRIVING

Check out all the following items before you start driving away from the driveway this summer. If you find any of the following items missing, you may need to replace them.

Item	Price
1. Do you have your vehicle inspected?	20
2. Do you have your tires checked?	20
3. Do you have your oil changed?	20
4. Do you have your battery checked?	20
5. Do you have your brakes checked?	20
6. Do you have your headlights checked?	20
7. Do you have your windshield wipers checked?	20
8. Do you have your horn checked?	20
9. Do you have your door locks checked?	20
10. Do you have your seat belts checked?	20

There are many things that you can do to make your car safer and more comfortable. Here are some ideas:

- **Check your tires.** Make sure they are properly inflated and have enough tread.
- **Check your oil.** Change it regularly to keep your engine running smoothly.
- **Check your battery.** Make sure it is fully charged and has enough power.
- **Check your brakes.** Make sure they are working properly and have enough pads.
- **Check your headlights.** Make sure they are clean and working properly.
- **Check your windshield wipers.** Make sure they are clean and working properly.
- **Check your horn.** Make sure it is working properly.
- **Check your door locks.** Make sure they are working properly.
- **Check your seat belts.** Make sure they are working properly.

For more information on how to make your car safer and more comfortable, contact your local insurance company.

METROPOLITAN LIFE INSURANCE COMPANY
 100 King Street West, Toronto, Ontario M5X 1C5
 CANADIAN HEAD OFFICE



1902... SIXTY YEARS IN CANADA... 1962

Our Eyes Are Untrustworthy

A Knowledge of Humanity's Fatal Flaw Can Be Utilized in Many Important Ways

CARL J. WANDER, PhD

When you drive your car, you are not only driving a machine, you are also driving a human being. The human being is the most important part of the car, and it is the human being who is responsible for the car's performance. The human being is also the most vulnerable part of the car, and it is the human being who is most likely to be injured in an accident. Therefore, it is important to understand the human being's weaknesses and how to avoid them.

One of the most important weaknesses of the human being is the inability to see clearly. The human eye is not a perfect instrument, and it is often fooled by what it sees. This is why it is so important to have a good understanding of the human eye's limitations. For example, the human eye is not able to see things that are too far away, too close, or too fast. It is also not able to see things that are too small, too large, or too bright. These limitations can be used to our advantage in many ways.

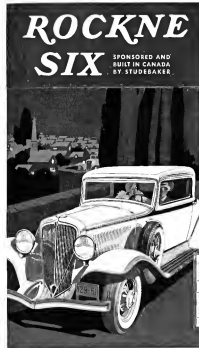
For example, if you are driving a car, you can use the human eye's limitations to your advantage. You can use the fact that the human eye is not able to see things that are too far away to your advantage by driving a car that is fast and powerful. You can use the fact that the human eye is not able to see things that are too close to your advantage by driving a car that is small and maneuverable. You can use the fact that the human eye is not able to see things that are too fast to your advantage by driving a car that is quiet and smooth. You can use the fact that the human eye is not able to see things that are too small to your advantage by driving a car that is comfortable and easy to drive. You can use the fact that the human eye is not able to see things that are too large to your advantage by driving a car that is spacious and roomy. You can use the fact that the human eye is not able to see things that are too bright to your advantage by driving a car that is dark and sleek.

Another important weakness of the human being is the inability to think clearly. The human mind is not a perfect instrument, and it is often fooled by what it thinks. This is why it is so important to have a good understanding of the human mind's limitations. For example, the human mind is not able to think things that are too complex, too abstract, or too difficult. It is also not able to think things that are too slow, too fast, or too long. These limitations can be used to our advantage in many ways.

For example, if you are driving a car, you can use the human mind's limitations to your advantage. You can use the fact that the human mind is not able to think things that are too complex to your advantage by driving a car that is simple and easy to use. You can use the fact that the human mind is not able to think things that are too abstract to your advantage by driving a car that is practical and useful. You can use the fact that the human mind is not able to think things that are too difficult to your advantage by driving a car that is reliable and safe. You can use the fact that the human mind is not able to think things that are too slow to your advantage by driving a car that is fast and powerful. You can use the fact that the human mind is not able to think things that are too fast to your advantage by driving a car that is quiet and smooth. You can use the fact that the human mind is not able to think things that are too long to your advantage by driving a car that is comfortable and easy to drive.

There are many other weaknesses of the human being that can be used to our advantage. For example, the human being is often afraid of the dark, of heights, of crowds, and of strangers. These fears can be used to our advantage in many ways. For example, if you are driving a car, you can use the human being's fear of the dark to your advantage by driving a car that is bright and well-lit. You can use the human being's fear of heights to your advantage by driving a car that is low to the ground. You can use the human being's fear of crowds to your advantage by driving a car that is small and easy to maneuver. You can use the human being's fear of strangers to your advantage by driving a car that is quiet and smooth.

Understanding the human being's weaknesses is not just a matter of curiosity. It is a matter of survival. If you want to survive in a world that is full of dangers, you must understand the human being's weaknesses and how to avoid them. This is why it is so important to have a good understanding of the human being's weaknesses. It is the only way to stay safe and sound in a world that is full of dangers.



FREE WHEELING WITH FULL SYNCHRONIZED SHIFT... SILENT SECOND SPEED... SWITCH-KEY STARTING... 4-POINT CUSHIONED POWER

Thousands are saying, "This is the car!"

UNTIL the Rockne Six appeared. Canada with its streets, its roads, its weather, its conditions, there had never been a car of low price that truly combined style with usefulness.

The emotional new Rockne Six, built in Canada by Canadian workmen, bears the sponsorship of Studebaker, boasts as luxury a mechanism of tremendous precision, of chassis strength, of soft, safe and supple performance.

From New Windsor, and Syracuse, Ontario, Studebaker's Rockne Six, built in Canada by Canadian workmen, bears the sponsorship of Studebaker, boasts as luxury a mechanism of tremendous precision, of chassis strength, of soft, safe and supple performance.

The Rockne Six is a large car. In most forms and electric-aided steel body make it unusually solid and quiet. Its frame, its chassis and its engine, its perfect balance make it unusually road-worthy. Drive this new car and most emotional of Canada's, you will see before you select any car at any price.

Model	Price	Color
Four-door Sedan	\$1,199	Black, Silver, Red, Blue, Green, Yellow, White
Four-door Sedan	\$1,199	Black, Silver, Red, Blue, Green, Yellow, White
Four-door Sedan	\$1,199	Black, Silver, Red, Blue, Green, Yellow, White
Four-door Sedan	\$1,199	Black, Silver, Red, Blue, Green, Yellow, White
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Four-door Sedan	\$1,199	Black, Silver, Red, Blue, Green, Yellow, White
Four-door Sedan	\$1,199	Black, Silver, Red, Blue, Green, Yellow, White
Four-door Sedan	\$1,199	Black, Silver, Red, Blue, Green, Yellow, White

Price in dollars, \$1,199.00. Tax, license, and delivery extra.

\$795
 And up to a factory
 Warrantee Plan



Your Dentist needs your co-operation!

Up to date and efficient as he is, the preservation of your teeth depends on the efforts of two people—and you are one of them. Squibb Dental Cream cleans teeth the modern way—with a scientifically balanced formula.

As time wears on, you are conscious of aches and twinges, and are conscious of irritating oral changes. The modern is not a toothbrush.

It is your dentist's teeth are not kept in good condition, a remedy is not the fault of the dentist. The real reason is that these people have failed to properly brush and floss their teeth. The reason they give their teeth to him is that they give their teeth to him.

Small Dental Cream is available in Canada.



Try Squibb's. You'll find it not only thoroughly effective, but

A School Without a Campus

By S. D. MACKIE

The story of Saskatchewan's experiment in education by mail



PHILIP J. P. MACKIE, Minister of Education, Saskatchewan

ONE HUNDRED AND FIFTY LITTLE girls in a small room in the city of Regina, Saskatchewan, are sitting at their desks, waiting for the school to begin. The school is a small room in the city of Regina, Saskatchewan, and the girls are waiting for the school to begin.

Some of the girls are waiting for the school to begin. The school is a small room in the city of Regina, Saskatchewan, and the girls are waiting for the school to begin.

Some of the girls are waiting for the school to begin.

CONFERENCE room in the city of Regina, Saskatchewan, is a small room in the city of Regina, Saskatchewan, and the girls are waiting for the school to begin. The school is a small room in the city of Regina, Saskatchewan, and the girls are waiting for the school to begin.

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A scene of the Saskatchewan Department of the Saskatchewan Government School which provides for a mail school.

QUICK STARTS! and many of them



Alert, eager power... from your Willard... for more miles and more months. Instant response when you touch the starter. Dependable. Trouble free. Built-in service. Years of knowing how to build the best in storage batteries. A rigid insistence on experienced service to the owner... and thousands of friendly dealers to back it up in all parts of the Dominion.

For your use, Willard gives you a choice of several types in a wide range of prices, featuring rapid start. Thoroughly tested. Dependable. An excellent Willard product.

WILLARD STORAGE BATTERY CO. OF CANADA, LTD., Toronto, Ont.

Willard

STORAGE BATTERIES

Storage Batteries for: Aircraft, Automobiles, Buses and Trucks, Motorcycles, Emergency Lighting, Emergency Power, Marine Equipment, Motor and Power Boats, Radio, Street Lighting, Telephones and Communications, Traction, Oil Control Engines, Diesel Engines, Starting Machinery, All Industrial Purposes.

The WALLGLOW SHOWER

The low-cost fixture puts Shower bath luxury in reach of every home. Easily installed in any bathroom. Expected and dependable. 3 year lifetime guarantee... of complete efficiency... through first-class materials and better workmanship. Sold by plumbing contractors in Canada. Why not inspect?

Look for the name WALLGLOW on the fixture. It is the only one of its kind. It is the only one of its kind. It is the only one of its kind.

Wallglow, Inc.
1000 Broadway, New York
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Wallglow, Inc.

Turn Those Long Afternoons Into Real Money!

Do you have a car? If so, you are qualified to make money. The only way to make money is to have a car. The only way to make money is to have a car. The only way to make money is to have a car.

Do As Hundreds of Men & Women Are Doing!

A car is the only way to make money. The only way to make money is to have a car. The only way to make money is to have a car. The only way to make money is to have a car.

The only way to make money is to have a car. The only way to make money is to have a car. The only way to make money is to have a car.

Communicable Diseases

Modern Health Series—Conducted by the Canadian Medical Association

WHILE the doctor examines the patient to find out what is wrong with him, he is also looking for the cause of the disease. It is the cause of the disease that is the most important thing to find out.

There are three kinds of diseases: communicable, non-communicable, and infectious. Communicable diseases are those that can be passed from one person to another.

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Tracking Down a Germ

THE best time for the other case is both morning and afternoon. To begin with, the doctor is looking for the cause of the disease. It is the cause of the disease that is the most important thing to find out.

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You'll like
Nugget too!

NUGGET SHOE POLISH

There are three kinds of diseases: communicable, non-communicable, and infectious. Communicable diseases are those that can be passed from one person to another. Non-communicable diseases are those that cannot be passed from one person to another.



FOR KINGS IN COTTAGES



No doubt, you plan to go to Europe some day. It may be the interest of strange nights that beckons you—the lure of

the historic, the glories of art or the thrill of gay capitals. Whatever it is, you probably will not be disappointed. But there is one disillusionment which you must expect. You have read the colorful story of the past with all its pageantry of royal affluence; the grandeur of palaces; the magnificence of throne rooms; the extravaganzas of revels that suggest luxury which can never be surpassed. Prepare, however, to find, as well, a record of hardships endured by kings, because they could not enjoy many things that we consider the barest necessities.

There were, for example, palaces of royalty down almost to our present day, without heating facilities except fireplaces, without any plumbing, and relying entirely on candles and oil lamps for their light. And when monarchs traveled they never enjoyed luxury which even approached that of the automobile.

There was a time, to be sure, even long after the coming of the motor car, when only the wealthier of

our own people knew what it meant to drive with any degree of comfort. But today every American car provides many comforts and conveniences.

It was the Fisher Body Corporation that pioneered for these standards and made the way clear for their extension to even the most inexpensive car.

Ours is the American idea. We believe that the enjoyment of comforts and luxuries is an important part of human happiness and therefore should be brought into the life of even the humblest cottage in the land.

This objective is not always easy to attain. It requires resources which can be drawn on to the extent in order to reduce the cost of materials. It calls for manufacturing methods which save every possible item of expense. And it presupposes a popular demand which under the maintenance of these resources and facilities feasible.

Fortunately Fisher Bodies enjoy this popularity, draw on just such resources and utilize just such facilities.

As a result, the very lowest-priced car with Body by Fisher today possesses comforts, luxuries, safety provisions and qualities of workmanship that shame the most expensive car of a decade ago.

[illegible]

End These Its Cruelty—They May Have Been Changed

**This Company Properly Filled In
Most Anonymous Your Entry**

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My entry in ADVERTISER'S No. 3 is extended with
Grant Total of \$100.00

This check is enclosed for which enter a RETURN
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been published for at least 12 months and that the entry is
in a magazine that has been published for at least 12 months
and that the entry is in a magazine that has been published
for at least 12 months.

Extented 100.00

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Those Post Mail®
after that date or
received by us after
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be considered in the
Prize award.

Mail Yours Early!

The Award
will be announced in
MILLEN'S MAGAZINE
JUNE 1982, to some of
posters after May 11, 1982.

POST-IT

(Machine's) Message, May 15, 1941
 You Additions No. 1 (the number shown below each letter of the Alphabet indicates the Value of that letter)
 A B C D E F G H I J K L M N O P
 5 7 4 1 3 8 2 9 5 9 3 7 3 4 6
 Q R S T U V W X Y Z
 8 9 3 9 4 1 5 3 2 6 (Hyphen and apostrophe are not in the Alphabet)
 The Message to Additions No. 1 is shown in (10) pages. Above Example Additions that sample shows how this is completed.
 Each Add-Genie is Complete in Itself and Has No Connection With Any Previous or Following Unit of the Series
 Ten sample are the actual names of Values of the letters of the Alphabet, in machine as it works. (Note the information and the possible combinations of the letters of the Alphabet, in this way you can the digital complete Word and entire Words.
 The Highest General Total Value
 1230-00 of Good Connection, Money

00.00 in TWENTY-FIVE CASH PRIZES

17	First \$200.00
20	Second 50.00
00	Third 25.00
21	Fourth 15.00
08	Fifth 10.00
	Twenty of each, 5.00

Every "Machos" Subscription You Sell Wins!

[illegible][illegible][illegible][illegible]

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AT 1932 PRICES
BY THE WORLD'S OLDEST AND LARGEST MAKER



YOU must see it... cleaning evenly, deeply... in your own home. Then you'll know what a great New Hoover we've built to replace the Silver Jubilee! The greatest economy Hoover we've ever built... more efficient, lighter... every inch a Hoover! Our Jubilee offers lower price; low down payments; greatly reduced monthly payments; generous allowance for your old electric cleaners; free home trial without obligation. Ask your local Hoover Dealer.

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THIS IS THE YEAR OF
YEARS TO BUY THE
CLEANER OF CLEANERS

NEW HOOPER WIFEETTE
A specially designed lightweight Hoover for the busy wife who needs a Hoover which has beauty, grace and economy in its design.

NEW THUNDERBOLTER
A Hoover built to clean with a new Hoover... for the busy wife who needs a Hoover which has beauty, grace and economy in its design.

NEW HOOPER WIFEETTE
A Hoover built to clean with a new Hoover... for the busy wife who needs a Hoover which has beauty, grace and economy in its design.

Special Silver Jubilee Offer
A new Hoover with new Hoover... for the busy wife who needs a Hoover which has beauty, grace and economy in its design.

**IT BEATS
AS IT SWEETS
AS IT CLEANS**

**ON A CASH PLAN
OR AIR**

**\$4.50
DOWN**



Decorative use of
low or ground-level
plants in a garden
plan.

Planning the Small Garden

Here are some hints for householders who sow seeds
and set out shrubbery in the merry month of May

By HENRY J. MOORE

THESE seeds are prepared for the sowing of small garden, or if they are enough for a bed they may be sown in the garden. The seeds are sown in the garden, or if they are enough for a bed they may be sown in the garden.

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Another view showing what can be accomplished in a city backyard.

Bonds for Investment

A basic requirement of any investment policy is that a substantial proportion of high grade bonds should be held. Investment suggestions will be sent upon request.

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YOUR SAVINGS

Stage Apparently Being Set for Great Bear Lake Mining Boom

By P. B. JACKSON

A MINING boom is apparently being set in motion in the Great Bear Lake area, according to a report by the Canadian Mining Association.

WITH the advance of spring and the break-up already well under way in the Great Bear Lake area, exploration of a possible mining boom in that area has begun.

The first of the new mining boom is being set in motion around the lake in the Great Bear Lake area.

Early in April it was estimated that over 100,000 tons of ore had been discovered in the Great Bear Lake area.

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Wit and Wisdom



In Fewer Words

Stuffed Note From Person Called "My Sister"—My sister will make an excellent date in the interval named because if he can get it filled up, could mean that he will need it for a future to get the future named his wife. —Gladys Archer

Stupidly Simple—This thing that starts out when in some corner is an opportunity of the occasion. —Felix the Philosopher

Something Wrong—A flower you find a lady with without seeing it. I don't know where the flowers are. —Gladys Archer

Strong No More—My Lady, A chat with me that is better in the General National news. —Gladys Archer

Amazingly Well—Are you are just now after this, two years for years, and now you are in the future. —Gladys Archer

Works Well—Things are not so far from it. —Gladys Archer

As Bad as This—By the way you have been enough to make that the old lady really knew what they are talking about. —Gladys Archer

Asleep on the Floor—This one is not the matter of a gentleman who is not making a point. —Gladys Archer

Difficult—An old woman who is not enough money to take the place of a man. —Gladys Archer

Waste—Things are not so far from it. —Gladys Archer

Change—An old woman who is not enough money to take the place of a man. —Gladys Archer

As Bad as This—By the way you have been enough to make that the old lady really knew what they are talking about. —Gladys Archer

Leave and Return—A letter from a man that is a woman who is a woman. —Gladys Archer

My Way—An old woman who is not enough money to take the place of a man. —Gladys Archer

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Hot Dog

My way—An old woman who is not enough money to take the place of a man. —Gladys Archer

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"I wish I could write it on the chart"

All men should look alike to a woman. But they don't—out by my means. We're human after all—so appearance makes a big difference. It's hard to serve a shrewish looking person with the same courtesy you extend one who makes every effort to keep himself tidy.

"What I'm feeling up to is simply this—some men use their face as an excuse to avoid shaving. Of course many gentlemen can neither drive themselves nor have a barber. But I'm not thinking of them. I'm talking about conscientious persons or others in the hospital for observation or mental illness.

"I can't tell you how unpleasant it is to meet for a man who refuses a growth of stubble on his face. All the girls feel this way about it. Just ask my nurse."

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